

Band plays at 9; Organ at 11, 11:55 and 4:50
Chimes at noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

Presenting the Wanamaker 1920 Spring Exposition and Sale of Silks

"That Lawyer on the Other Side Is Only Splitting Hairs"

said a bystander to a brother lawyer in the courtroom where a case was pending.

The judge on the bench seemed to think it was a vexatious and frivolous use of time for the learned and honorable gentleman to dwell upon presumptions instead of facts.

The subtle and minute views of a logician are often tiresome if not unintelligible to a majority of most audiences.

This page serves its purpose best by a simple, truthful statement, avoiding inconsistencies and improbabilities.

Composity, spoken or printed, and unintelligibility in advertising is confusing, if not misleading.

[Signed] *John Wanamaker*

Jan. 31, 1920.

A FEW fine evening gowns in the Women's Fashion Salons show how charming is the present fancy for black tulle and black net.

Here is a gown with the net over silver cloth; another is altogether of net with a sapphire velvet girdle; another black net has iridescent beads upon it. Black Chantilly over black charmeuse and white filet over black charmeuse are both pretty variations of this idea.

Prices of such gowns are \$125 to \$275.
(First Floor, Central)

Exquisite Beaded Handbags From France

Veritable masterpieces of this artistic handicraft. In original and beautiful designs and the most marvelous blendings of color.

Some of the bags have effective frames and others are draw-string style, and there are some among them of the kind known as antiques—as soft and flexible as a bit of fabric.

Prices range from \$70 to \$400.
(Main Floor, Chestnut)

A Sale of 3000 Waists All Specially Priced

1200 white cotton waists at \$1.75, \$3.85 and \$5.50. Those at \$1.75 are mostly samples and overlots; those at \$3.85 and \$5.50 are lingerie waists with dainty laces and embroideries. Also they are all made with skirts below their belts.

1000 silk waists at \$3.85 to \$7.50. Georgette crepes mostly, many beaded and embroidered. Some of these are light colored.

(East Aisle and Third Floor, Central)

Women's Weatherproof Coats of New Design

Made to weather any storm, they are the ulster type of wrap that also makes a delightful fair weather friend and are really a necessity for the changeable days of Spring.

The materials, all of which are British, are tweed and frieze cloth, in bright plaids or green and brown heather mixtures.

Excellent tailored, they are half lined, and made with a mannish collar that buttons high at the throat.

Prices \$60 to \$85.
(First Floor, Central)

Beautiful Plaid Skirts Special at \$22.50

These are women's skirts, in sizes from 24 to 31 inch waistbands, though there are not all sizes in each design. They are a good maker's odds and ends or they would be considerably higher priced.

Materials are rich velours, gabardines and worsteds, some in plain sports model and others in full box-pleated style. In dark colors, with blues and greens predominating.

(First Floor, Central)

Japan Sends the Baby Soft Silk Quilts and Kimonos

Quilts made for crib or bassinette are of China silk or messaline and are delightfully embroidered in a variety of designs, and are also quilted in a number of different patterns.

The colors are pink or blue and the sizes 27x36 and 36x46. Prices \$2.50 to \$8.50.

The quaint little kimonos are of China silk and may be had in pink, blue, Copenhagen or rose. There are two ones for the baby up to the 16-year size. Prices \$7.50 to \$14.

(Third Floor, Chestnut)

EVERYONE knows of the unexampled scarcity of silks in the market and the unprecedented prices to which raw silk and all silk manufacturing costs have risen.

Yet, in the face of this scarcity and in spite of the extraordinary costs, we are able to put before you these beautiful new Spring-fashion silks of quality and durability unquestioned at prices that for equal quality can hardly be matched.

It is an occasion that we call to our customers' particular notice because of its importance as an investment opportunity.

If you are going to need fine silks at any time during the next several years—and everybody is—our very best judgment is that you should buy them in this sale, because these are prices that we must frankly say we do not expect to see again.

We call particular attention to the fine Japanese silks which are our own direct importation, and practically all of which we could easily and instantly sell to the wholesale trade today at the same prices at which we offer them to our customers.

We call particular attention, likewise, to the unusual beauties of the new Spring dress silks, meeting every fashion demand of the moment. They are in great variety and their prices are in nearly every instance far below the market.



Fine Japanese Silks

36-inch white habutai, \$1.50 a yard.
36-inch white habutai, \$1.65 a yard.
36-inch white habutai, \$1.75 a yard.
36-inch white habutai, \$2.50 a yard.
39-inch colored crepe, \$2.25 a yard.
31-inch colored striped habutai, \$3 a yard.
36-inch colored striped crepe, \$3.50 a yard.
32-inch colored striped satin habutai, \$3.50 a yard.
29-inch colored wash silk, \$2.50 a yard.
(First Floor, Chestnut)

Special Silks

40-inch printed Georgette crepe, \$3 a yard.
36-inch faille, black and white, \$4.50 a yard.
40-inch crepe meteor, black and white, \$4 a yard.
36-inch black gros-grain silk, \$4.50 a yard.
36-inch tinsel brocades, \$15 a yard.—black-and-gold, black-and-silver, white-and-gold, green-and-gold, orchid-and-gold.
35-inch white sport satin, \$6 a yard.

40-inch crepe meteor, \$3 a yard.
40-inch crepe de chine, \$2.25 a yard.
42-inch fleur de soie, \$3 a yard.
40-inch crepe meteor, \$5 a yard.
40-inch crepe de chine, \$4.50 a yard.
40-inch black charmeuse, \$5 a yard.
40-inch black and colored crepe de chine, \$2.25 a yard.
40-inch black charmeuse, \$6 a yard.
40-inch black charmeuse, \$6.50 a yard.
40-inch colored charmeuse, \$6.50 a yard.
40-inch black, wool-back satin, \$6.50 a yard.
40-inch navy blue satin, \$5.50 a yard.
36-inch black moire, \$4 a yard.
36-inch tinsel brocades, black, white, rose, green, blue, purple, \$18 a yard.
40-inch printed crepes, \$3.75 a yard.
40-inch black and colored satin, \$5 a yard.
40-inch colored satin, \$4.25 a yard.
40-inch navy and black satin, \$3.50 a yard.
40-inch navy, black and taupe satin, \$4 a yard.

36-inch white Shanghai China silk, \$1.50 a yard.
36-inch ivory taffeta, \$2 a yard.
33-inch Ninghai pongee, \$2.50 a yard.
(West Aisle)

Silks in Regular Assortment

32-inch white silk broadcloth, \$3.50 a yard.
32-inch white silk jersey, \$3.50 a yard.
36-inch palette de soie in black, brown, navy and tan, \$3 a yard.
40-inch black chiffon velvet, \$9.50 a yard.
40-inch colored chiffon velvet, \$9.50 a yard.
33-inch satin Majestic, white and ivory, \$5 a yard.
40-inch black satin crepe, \$7 a yard.
40-inch crepe de chine, white and navy, \$4 a yard.
32-inch shirting, \$4.50 a yard.
40-inch pussy willow satin, \$5.50 a yard.
40-inch printed satin stripe voile, \$5 a yard.
40-inch Georgette crepe in black, white and navy, \$3.50 a yard.
(First Floor, Chestnut)

February's First Business Day Will Start the Good Work of Sending Home the Goods From the February Furniture Sale

TO HAVE the goods that people want; to have them in the largest supply that can be found anywhere and at the lowest prices safe for people to pay—we will back that formula against all others for the making of a sale.

We have tried it.

We have been following it for years, and even if we ourselves had any doubt about it or any prejudice against it, how could such doubt or prejudice stand in the face of what we know to be the direct and inevitable result of holding strictly to it? And the greatest and most convincing result in our experience is the Wanamaker half-yearly sale of furniture.

We have made this February, 1920, sale from the same old formula, and we shall never try to make a sale after any other until we have discovered a better one.

First of all, to have the goods! If you have been here on any one of the three days of advance showing you should know whether or not we have the goods. If you have yet to see them, we are willing to be judged by what we have to show you.



The Furniture Is the Thing

It is a condition of life that when a person needs a particular article, whether it be a stick-pin or a pair of tongs, no words, excuses or explanations will serve as a substitute. Excuses and explanations may be interesting, but they don't fill the bill, they don't meet the actual need. The only thing that will meet it is the particular thing that people want, and in a furniture sale the furniture is the thing.

This February Furniture Sale is pre-eminently a sale of great quantities, fundamentally a sale of dependable qualities and inevitably a sale of all-round safety for everybody.

It is a sale of double safety—safe goods and—what is very important to remember this year—safe prices.

Now is a time to beware of startling prices. People who succumb to them will eventually be startled in another way when they discover the inferior quality that made so alluring a price. Without egotism or selfishness it can be said that no store in America can sell furniture for less than Wanamaker's—at least, not furniture of the Wanamaker kind.

In this sale the saving on a great proportion of our furniture is 10 per cent, but it is a saving from an originally below-the-market price, and it is a saving backed by actual merit in the goods.

After thirty or more years of furniture selling a store would naturally do one of two things—know what the public demands or pass out of existence. We have done the first-mentioned thing, and we KNOW that what the public wants is furniture of character and reliability; the kind that a self-respecting store is willing to sell and a self-respecting home-maker willing to buy.

That is the kind, and the only kind, we have in this sale, and there is full and plenty of it at the lowest prices, quality considered.

Monday we begin to send home the goods, and the great sale, having struck its stride, goes ahead full speed.

(Fifth, Sixth and Seventh Floors)

Two Interesting New Lots of Domestic Rugs

One group comprises splendid seamless tapestry rugs in good designs and colors at \$39.50 for 9x12 ft. and \$35.50 for 8.3x10.6 ft.
In the other group are handsome Axminster rugs at \$59.50 for 9x12 ft. and \$52.50 for 8.3x10.6 ft.
(Seventh Floor, Chestnut)

Table Cloths and Napkins Low Priced and Good

Heavy, full-bleached, pure flax table cloths with matching napkins—a purchase secured from a leading Irish maker.
They are the best low-priced goods we know of today and they are exceptionally scarce at any price.
Four floral patterns.
Table cloths, 68x98 inches, \$7.50 each; 68x86 inches, \$9.50 each; 68x104 inches, \$11.50 each.
Napkins to match, 22x22 inches, \$10 a dozen.
(First Floor, Chestnut)

Marquissette Curtains At \$2.25 a Pair

750 pair of plain hemstitched marquissette curtains in white, ivory and ecru.
About enough for one day's selling and no more expected at this price after this lot is gone.
(Fifth Floor, Market)

Oriental Hall Runners of Beauty and Service, \$175 to \$325

Karabaghs, Mosuls and Hamadans in a good selection of colors and designs.
Some very interesting antique weaves in the collection.
Pieces of this kind are now so scarce that the attractive group we are showing holds a pronounced interest, especially as the prices are moderate, \$175 to \$325, in sizes 2x11 to 3.4x18 feet.
(Seventh Floor, Central)

Women's Duplex Gloves Are Fashioned Long for Spring

A soft, washable fabric, deft fashioning, fine workmanship—these are the characteristics that commend the Duplex glove at all times to women.
The colors are pongee, mastic, beaver, white or white with black embroidery.
8-button length, price \$2.
12-button length, price \$2.25.
(Main Floor, Central)

Nine Women Out of Ten Want Shoes Like These

High-cut lace shoes with straight tips and Cuban heels or indicated wing tips and military heels.
In nut-brown Russia calfskin at \$11 a pair.
In dull black calfskin at \$10 a pair.
Fine looking and serviceable.
(First Floor, Market)

Queen Mary Face Creams

are among the best aids to women who want a clear, soft skin.
Cleansing cream, 60c and \$1.20.
Cold cream, 30c and 60c.
Skin cream, 60c and \$1.20.
Delicate skin cream, 75c.
Youth and beauty cream, 60c and \$1.20.
(Main Floor, Chestnut)

A REMINDER to all lovers of the camera—the Fourteenth Annual Exhibition of Photographs takes place March 1 to 13th, 1920, and entries for it close Saturday, February 7, 1920.
(Main Floor, Chestnut)

Half Yearly Sale of Bedding

This is an event that comes only twice every year, in connection with the Great Furniture Sales. This year it embraces all our stocks of mattresses, pillows, bolsters and bedsprings at reduced prices.

All of these are goods of our own regular standard kind warranted for quality, service and cleanliness. No other kind of bedding is worth buying, notwithstanding that it may seem cheaper. The only kind worth saving on is the kind that has nothing left out of it to meet the reduction.

Wanamaker bedding is as good as it has always been, and that is good enough.
(Sixth Floor, Chestnut)